



BA in Multimedia Journalism – 2024-2025

Student Name: _____

Student ID: _____

Core Requirements

- _____ CAC 125 2 Communication Major Orientation
- _____ CAC 225 3 Communication Theory and Research
- _____ CAC 340 3 Intercultural Communication
- _____ CAC 485 2 Senior Capstone

Concentrations – Students must select one of the following concentrations:

Business Media

- _____ MGT 201 3 Introduction to Business
- _____ MKT 231 3 Principles of Marketing
- _____ MKT 312 3 Professional Selling

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Digital Media

- _____ COS 120 4 Introduction to Computational Problem Solving
- _____ COS 121 4 Foundations of Computer Science

Select one course from the following:

- _____ SYS 101 3 Introduction to Systems
- _____ SYS 120 4 Introduction to Problem Solving

Select an additional 6 credits not taken elsewhere in the major from the following:

- _____ COS 143 3 Interactive Webpage Development
- _____ COS 243 3 Multi-tier Web Application Development
- _____ COS 265 4 Data Structures and Algorithms
- _____ SYS 214 3 Principles of Human Computer Interaction

Entrepreneurship Media

- _____ ENT 225 3 Exploring Innovation and Entrepreneurship
- _____ ENT 320 3 Transformational Entrepreneurship and Innovation
- _____ ENT 422 3 New Venture Planning

Select an additional 7 credits not taken elsewhere in the major from the following:

- _____ COM 372 3 Persuasion
- _____ ENT 310 3 Creativity and Concept Development
- _____ ENT 386 1 Founders Fellowship
- _____ MGT 201 3 Introduction to Business
- _____ MGT 352 3 Management Analysis and Practice
- _____ MKT 231 3 Principles of Marketing

News Media

- _____ JRN 435 3 Magazine Production and Feature Writing
- _____ PWR 230 3 Technical Writing
- _____ PWR 243 3 Editing

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Major Requirements

- _____ ART 156 1 Digital Tools: Photoshop
- _____ JRN 115 3 Introduction to Media Writing
- _____ JRN 225 3 Foundations of Photojournalism
- _____ JRN 245 3 Introduction to Multimedia Storytelling
- _____ JRN 255 3 Media and Society
- _____ JRN 315 3 Advanced Media Writing
- _____ JRN 320 3 Politics and Opinion Writing
- _____ JRN 332 3 Layout and Design
- _____ JRN 393 3 Practicum
- _____ JRN 486 1 Senior Portfolio Development

Sports Media

- _____ JRN 230 3 Introduction to Sports Writing
- _____ SMA 115 3 Introduction to Sport Management
- _____ SMA 350 3 Sport Management

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Visual Media

- _____ ART 261 3 Film and Darkroom
- _____ ART 346 3 Portraiture
- _____ ART 353 3 Commercial Photography

Select an additional 6 credits not taken elsewhere in the major from the following:

- _____ ART 356 4 Web Design
- _____ FMA 220 3 Film and Video Production
- _____ FMA 420 3 Documentary Filmmaking
- _____ JRN 393 3 Practicum (approved by advisor—Photography)

Concentration Electives (may not double-count within major or concentrations)

- _____ CAC 345 3 Social Media Strategy
- _____ COM 210 3 Public Speaking
- _____ COM 372 3 Persuasion
- _____ ENG 305 3 Writing Theory and Grammar
- _____ FMA 215 3 Audio Production
- _____ FMA 220 3 Film and Video Production
- _____ FMA 420 3 Documentary Filmmaking
- _____ JRN 230 3 Introduction to Sports Writing
- _____ JRN 435 3 Magazine Production and Feature Writing
- _____ MGT 352 3 Management Analysis and Practice
- _____ PBR 261 3 Introduction to Public Relations
- _____ PWR 230 3 Technical Writing
- _____ PWR 243 3 Editing
- _____ SMA 351 3 Sport Public Relations

Total Major Hours Required: 51-53

_____ Majors must participate in three semesters of media involvement.

_____ Majors must participate at least one year with the student newspaper

No more than 50% of the credits may overlap with another major or minor.

Language Requirement for BA Degree – Complete four courses in one language option.

Spanish Hebrew Greek French Chinese Korean Other: _____

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|-----------------------------|---|--|
| _____ 101 4 Elementary I | _____ GRK 201 4 Elementary New Testament Greek | _____ HEB 211 3 Elementary Old Testament Hebrew I |
| _____ 102 4 Elementary II | _____ GRK 202 4 Elementary New Testament Greek | _____ HEB 212 3 Elementary Old Testament Hebrew II |
| _____ 201 3 Intermediate I | _____ GRK 301 3 Greek Grammar and Syntax | _____ HEB 311 3 Hebrew Syntax and Lexicography |
| _____ 202 3 Intermediate II | _____ GRK 302 3 Exegesis of the Greek New Testament | _____ HEB 312 3 Hebrew Exegesis |

Degree Requirements

- 128 minimum hours and 42 minimum upper-division hours (3XX/4XX course numbers).
- Fifty percent of the minimum hours must be completed at Taylor—64 hours.
- Fifty percent of the major/minor hours must be completed at Taylor.
- 22 of the last 30 hours earned must be completed at Taylor.
- Cumulative GPA of 2.0; major GPA of 2.3 (higher GPA may be required in certain curricula). (See current catalog for policy).
- All foundational core, major, minor, and proficiency requirements must be completed (including Senior Comprehensive Exam/Paper/Project).
- Two years of one foreign language is required for the BA degree.
- Candidates for 2 degrees must complete a minimum of 158 semester hours and meet all requirements for 2 different majors.